

# DOCJT Unveils **New Look** for the New Year



**K**entucky's Department of Criminal Justice Training has unveiled a new logo to add branding power to its already stellar record as a law enforcement training academy.

"With our new international certification as a continuing education provider from IACET (International Association of Continuing Education and Training), we became acutely aware of the necessity of more firmly anchoring our brand," explained Dr. John W. Bizzack, commissioner of DOCJT. "The answer is, obviously, a standardized icon."

DOCJT recently became the first law enforcement training organization in the nation to be certified by IACET, which typically serves as an accrediting association for higher education. DOCJT was also the first training academy in the nation to be accredited by the Commission on Accreditation for Law Enforcement Agencies (CALEA). It is now the only law enforcement training organization in the nation accredited by two independent evaluating groups.

"Previously, DOCJT had more than 30 different logos representing specific training programs," Dr. Bizzack continued. "But we realized that overall branding of the core organization, DOCJT, needed to be bolstered and that the organization as a whole should take precedent over individual programs."

Individual programs and courses will now be identified within the structure of the umbrella DOCJT icon, giving us the best of both worlds, he added.

"Virtually all Kentucky law enforcement personnel are aware of the acronym DOCJT," said Dr. Bizzack. "We wanted to capitalize on that awareness." The result is a stylized eagle within the "O" of DOCJT.

"The eagle represents the keen-eyed pursuit of justice within Kentucky's law enforcement framework," he added. "The keen eyesight of the eagle — the 'eagle eye' — typically sees details from a distance, much like DOCJT focuses on seeing the needs of law enforcement in the future."

Development of the logo was handled totally in-house.

"I'd like to thank all the DOCJT staff members who had a hand in the development of this logo, particularly the communications office and staff designer Trang Baseheart," he added.

DOCJT's new icon will dominate all department materials with individual programs highlighted in a standardized structure beneath the branding icon.

"Our goal is to embed DOCJT in the psyche of the public and Kentucky law enforcement as the initial educational process that protects our communities and our citizens on a daily basis," Dr. Bizzack concluded.

"After all, everything Kentucky law enforcement accomplishes actually begins with accredited training."

“*The eagle represents the keen-eyed pursuit of justice within Kentucky's law enforcement framework...*”

— DR. JOHN W. BIZZACK, COMMISSIONER